

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) ~~A television delivery system for generating an interactive electronic program guide for display on a television connected to a set top terminal, the system comprising:~~

~~— an operations center comprising:~~

~~— a means for packaging a plurality of television programs;~~

~~— a means for generating program control information including data associated with the packaging of the television programs;~~

~~— a means for combining the packaged plurality of television programs and the generated program control information before performing compression;~~

~~— a means for compressing the packaged television programs and the program control information; and~~

~~— a means for delivering the compressed packaged television programs and the compressed program control information from the operations center to a subscriber;~~

~~— a set top terminal, located at the subscriber's location, that receives the television programs from the operations center, the terminal~~ A set top terminal comprising:

a microprocessor for executing program instructions;

a graphic memory;

a graphic generator configured to generate graphics from the graphic memory for display on a television;

~~a first decompression hardware for decompressing~~ decompressor configured to decompress a video signal of ~~the compressed packaged television programs~~;

a second ~~decompression hardware for decompressing the~~ decompressor configured to decompress compressed program control information, wherein the program control information comprises graphical data; and

a control subscriber-interface for choosing an option from displayed graphics on the television and for effecting the memory location from which graphical information is generated by the graphics generator;

wherein the terminal ~~generates is configured to generate~~ an electronic program guide having a series of menus comprising:

a home menu;

a plurality of major menus displayed as menu options on the home menu;

a plurality of sub-menus displayed as menu options on the plurality of major menus; and

a plurality of during programming menus enacted after selection of a program;

~~wherein the series of menus are linked in a tree sequence and the subscriber interface comprises the option for bypassing at least one menu of the series of menus, wherein bypassing comprises skipping a menu level of the tree sequence.~~

2. (Original) The system of claim 1, wherein the guide further comprises an introductory menu that is displayed upon beginning use of the guide.

3. (Original) The system of claim 2, wherein the introductory menu is displayed automatically when the set top terminal is switched on.

4. (Currently amended) The system of claim 2, wherein the introductory menu displays information or messages from ~~the~~ an operations center.

5. (Original) The system of claim 4, wherein the information or messages are directed to a particular subscriber.

6. (Currently amended) The system of claim 4, wherein the information or messages are directed to a group of subscribers.

7. (Original) The system of claim 1, wherein the during program menus comprise hidden menus and program overlay menus.

8. (Currently amended) ~~A television delivery system for generating an interactive electronic program guide for display on a television connected to a set-top terminal, the system comprising:~~

~~— an operations center comprising:~~

~~— a means for packaging a plurality of television programs;~~

~~— a means for generating program control information including data associated with the packaging of the television programs;~~

~~— a means for combining the packaged plurality of television programs and the generated program control information before performing compression;~~

~~— a means for compressing the packaged television programs and the program control information; and~~

~~— a means for delivering the compressed packaged television programs and the compressed program control information from the operations center to a subscriber;~~

~~— a set-top terminal, located at the subscriber's location, that receives the television programs from the operations center, the terminal. A set-top terminal comprising:~~

~~a microprocessor for executing program instructions;~~

~~a graphic memory;~~

~~a graphic generator configured to generate graphics from the graphic memory for display on a television;~~

~~a first decompression hardware for decompressing decompressor configured to decompress a video signal of the compressed packaged television programs;~~

~~a second decompression hardware decompressor configured to decompress for decompressing the compressed program control information, wherein the program control information comprises graphical data; and~~

~~a subscriber-control interface for choosing an option from displayed graphics on the television and for effecting the memory location from which graphical information is generated by the graphics generator;~~

wherein the terminal ~~senses~~ is configured to sense one or more interactive features during a selected program, and ~~generates~~ is configured to generate an electronic program guide comprising:

a logo that is displayed on the television; and

an overlay menu that is displayed during the selected program, the overlay menu including the interactive features,

wherein the logo indicates ~~to a user~~ that the interactive features are available, ~~available for the selected program, and~~ wherein the overlay menu is displayed in response to a signal received from the control interface. ~~a user input and wherein the overlay menu is in a series of menus that are linked in a tree sequence and the subscriber interface comprises the option for bypassing at least one menu of the series of menus, wherein bypassing comprises skipping a menu level of the tree sequence.~~

9. (Original) The system of claim 8, wherein the overlay menu includes menu options for a plurality of interactive features.

10. (Original) The system of claim 9, wherein the overlay menu further includes a menu option to return to the selected program without the interactive features.

11. (Currently amended) The system of claim 9, wherein the guide further comprises a cursor that indicates one of the menu options, wherein the cursor is controlled by the ~~user input~~ control interface.

12. (Original) The system of claim 9~~8~~, wherein the interactive features include quizzes, facts, or products, related to the selected program.

13. (Currently amended) The system of claim 9, wherein the electronic program guide further comprises ~~further comprising~~ a plurality of interactive submenus for use with the

interactive features, ~~which wherein the~~ submenus are displayed in response to a selection of the menu ~~items, options,~~ the selection being received from the ~~user input control interface.~~

14. (Original) The system of claim 13, wherein the submenus are displayed in a video window in a scaled-down program video format.

15. (Original) The system of claim 13, wherein the program and one or more of the submenus are displayed on the television at the same time.

16. (Original) The system of claim 8, wherein the logo is displayed as an overlay menu.

17. (Canceled)

18. (Currently amended) The system of claim ~~17~~8, wherein the ~~set-top terminal generates an overlay menu including~~ includes the logo.

19. (Currently amended) The system of claim 8, wherein the overlay menu is generated by ~~a~~ the set top terminal using data received during a vertical blanking interval.

20. (Original) The system of claim 8, wherein the logo is displayed in a corner of a screen of the television periodically for a specified duration.

21. (Currently amended) The system of claim ~~20~~8, wherein the logo is displayed for fifteen seconds during a plurality of ten-minute segments of the selected program.

22. (Currently amended) ~~A television delivery system for generating an interactive electronic program guide for display on a television connected to the set-top terminal, the system comprising:~~

~~an operations center comprising:~~
~~a means for packaging a plurality of television programs;~~
~~a means for generating program control information including data associated with the packaging of the television programs;~~
~~a means for combining the packaged plurality of television programs and the generated program control information before performing compression;~~
~~a means for compressing the packaged television programs and the program control information; and~~
~~a means for delivering the compressed packaged television programs and the compressed program control information from the operations center to a subscriber;~~
~~a set top terminal, located at the subscriber's location, that receives the television programs from the operations center, the terminal~~ A set top terminal comprising:

a microprocessor for executing program instructions;
a graphic memory;
a graphic generator configured to generate graphics from the graphic memory for display on a television;
a first ~~decompression hardware~~ decompressor configured to decompress for decompressing a video signal of the compressed packaged television programs;
a second ~~decompression hardware~~ decompressor configured to decompress for decompressing the compressed program control information; and
a control ~~subscriber~~ interface for choosing an option from displayed graphics and for effecting the memory location from which graphical information is generated by the graphics generator;

wherein the terminal ~~generates~~ is configured to generate an electronic program guide comprising:

a plurality of interactive menus, each corresponding to a level of interactivity and having one or more interactive menu items for selection; and
a main menu having one or more main menu items for selection, which main menu items correspond to the interactive menus, wherein the menus are navigated using ~~a user~~

~~input, the control interface~~ and wherein the main menu items and the interactive menu items are responsive to selection signals received from the ~~user input, control interface;~~ and

a cursor for navigation of the menus, wherein the cursor movement corresponds to the ~~user input~~ selection signals and assists in the selection of one or more menu items. ~~main menu items wherein the menus are linked in a tree sequence, and the subscriber interface comprising the option for bypassing at least one menu of the series of menus, wherein bypassing comprises skipping a menu level of the tree sequence.~~

23. (New) The set top terminal of claim 22, wherein the program control information comprises graphical data.

24. (New) A method comprising:

receiving compressed packaged television programs and compressed program control information from an operations center;

decompressing, with a first decompressor, a video signal of the compressed packaged television programs;

decompressing, with a second decompressor, the compressed program control information, wherein the program control information comprises graphical data;

displaying, based on the program control information, an electronic program guide having a series of menus comprising:

a home menu,

a plurality of major menus displayed as menu options on the home menu,

a plurality of sub-menus displayed as menu options on the plurality of major menus, and

a plurality of during programming menus enacted after selection of a program; and

receiving, from a control interface, a selection of an option displayed on one of the series of menus, wherein the selection effects a memory location from which graphical information is retrieved for display on the television.